

WHITEPAPER 2020

Are you ready for a post Covid-19 reality?

How amusement parks and leisure properties can leverage technology to address guest concerns



CONNECT&GO

To say that we are living in “uncertain” times may just scratch the surface of the anxiety, concern and stress many people are facing right now. From part-time employees to business owners, everyone is experiencing the drastic effects of having “life as they knew it” brought to an abrupt halt.



Many people are starting to wonder what life will look like POST COVID-19. When will large crowds be allowed and encouraged to congregate again? When will people feel it is safe to go to a live concert, watch a live sporting event or visit an amusement park? It may take time, but we'll get there. For now, leisure and entertainment industry professionals should ready themselves for a new POST COVID-19 reality; and that means focussing more attention than ever on the guest experience.

Safety concerns will be top of mind, so park and attraction owners can demonstrate a forward-thinking approach by addressing these concerns head-on.

Providing products and services to enhance guest security shows a willingness to adapt regular operational procedures to serve the guests' best interests. Connect&GO solutions can be used to provide the ultimate "contactless" guest experience by minimizing the amount of time guests need to be in close proximity with one another or interact with employees. Parks can quickly deploy these RFID solutions to offer a reassuring level of security and precaution for guests who may still be concerned about the lasting effects COVID-19 as they return to normal life.

The Contactless experience

RFID technology can be used to reduce the actual human contact guests need to have with one another or with park employees. Each Connect&GO wristband is embedded with an RFID chip that is associated with the guest's personal profile. Guests manage their own activities and spending by visiting a customized mobile website to log into their personal profile, make purchases, review activities and more.

WHY GUESTS LOVE IT



- > Limited contact with other people means less chance of germ transmission.
- > Guests enjoy the autonomy of customizing and managing their own experience at the park.
- > Wait times are significantly reduced when guests pre-purchase activity and/or meal packages and link them directly to their wristbands.



WHY OPERATORS LOVE IT



- > RFID delivers valuable insights into actual guest behaviour so their experience can ultimately be improved.
- > Happy guests are more loyal, spend longer in the park, spend more money.

The virtual queuing options

Virtual queuing is a convenient Connect&GO feature that may soon become standard practice at many amusement parks and leisure properties. Guests use their online profiles to reserve a spot on a ride, then receive a text message when their time has come to get on the ride. While waiting for their reserved time slot, guests can move around the park and explore other areas and attractions away from a crowded queue.

WHY GUESTS LOVE IT



- > Guests can avoid waiting in confined spaces with large groups of people.
- > Virtual queuing lets guests make the most out of their time at the park!
- > Once a guest books a ride, the system generates suggestions for other rides they may like to try.



WHY OPERATORS LOVE IT



- > When guests are not locked in a queue line, they are free to shop and spend more.
- > Once again, happier guests spend longer in the park, spend more money and are more positive brand ambassadors.

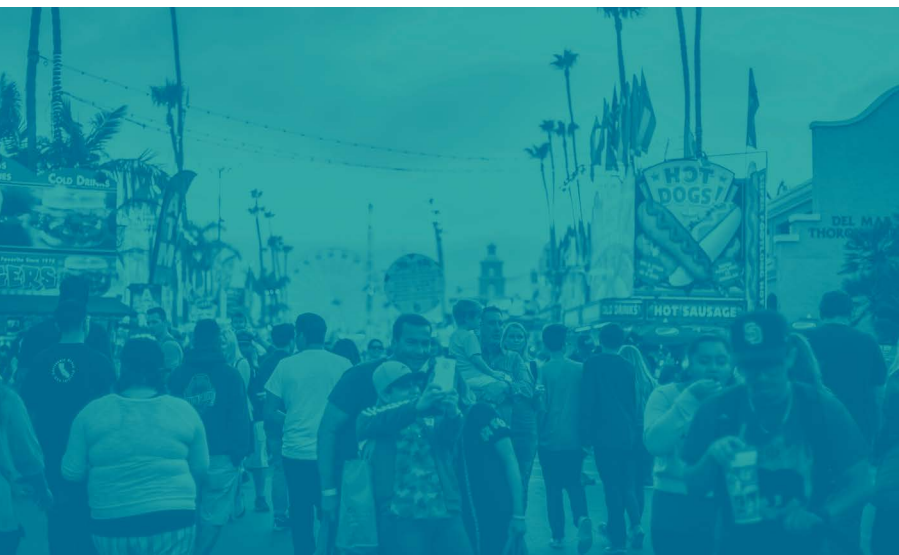
The capacity control abilities

As guests scan their RFID wristbands to enter the park, get on a ride, pay for a snack, etc. park owners can refer to the Connect&GO dashboard to get an overview of guest activity and monitor crowd capacity. This is very useful at a time when many people are concerned about being in overly crowded places. Parks can monitor the exact number of people allowed to enter a specific zone at one time. Guests can be encouraged to scan in and out of each zone and park employees can determine which areas are most frequented and need capacity restrictions.

WHY GUESTS LOVE IT



- > Guests will appreciate that their safety is a top priority for the park.
- > Parents will feel more comfortable entering popular areas with their kids, knowing the capacity of the space will be closely monitored.
- > When restrictions on capacity are in place, guests can fully enjoy rides and activities that will not become overcrowded.



WHY OPERATORS LOVE IT



- > With better insights into where people are in the park, operators can create a safer environment for guests.

The cashless options

More and more parks are offering guests the ability to make cashless payments for everything from admission tickets to snacks and merchandise. RFID technology offers a cashless experience all guests can enjoy. Using the Connect&GO platform, guests can link their credit card directly to their wristband, or they can load their wristband with pre-paid packages or a set amount of funds to be debited with each purchase. A cashless system is simple, quick and secure; but also eliminates the exchange of physical cash, thereby reducing germ transmission.

WHY GUESTS LOVE IT



- > Eliminating the exchange of physical cash reduces the risk of germ transmission.
- > Guests can make quick payments for anything at the park without needing to have physical cash on-hand, and parents can pre-purchase meal packages for kids to scan and redeem.
- > All cashless transactions are recorded in a guest's personal profile and can be reviewed at any time.



WHY OPERATORS LOVE IT



- > When cash is removed from the process, there is far less risk of contamination, logistics, and theft.
- > Cashless operations are fraud-proof and help reduce financial losses during transactions.

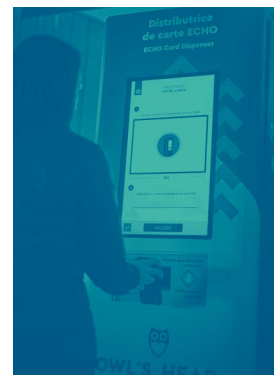
The self-serve approach

Self-serve options allow guests to tailor their experience at the park while limiting close interaction with other guests or park employees. Guests use Connect&GO self-serve dispensers to purchase their RFID wristbands and can add special activity reservations and pre-paid meal options to their package directly from the self-serve machine. Self-serve screens can also be made available at concessions stands, so that guests order and pay for meals directly from the screen. When their order is ready for pick-up, guests receive a text message on their mobile device. Self-serve screens make the ordering process quick and easy, while also limiting unnecessary contact between people. Parks may want to provide hand sanitizer at each self-serve terminal and encourage employees to clean the touchscreens regularly throughout the day.

WHY GUESTS LOVE IT



- > Purchases and orders are processed quickly, while very little interaction with park employees is required.
- > Guests spend less time waiting in lines to purchase their wristbands or make changes to their package.
- > Self-serve screens allow guests to learn about exciting add-ons available (private activity reservations, special offers, photo printing packages and more).

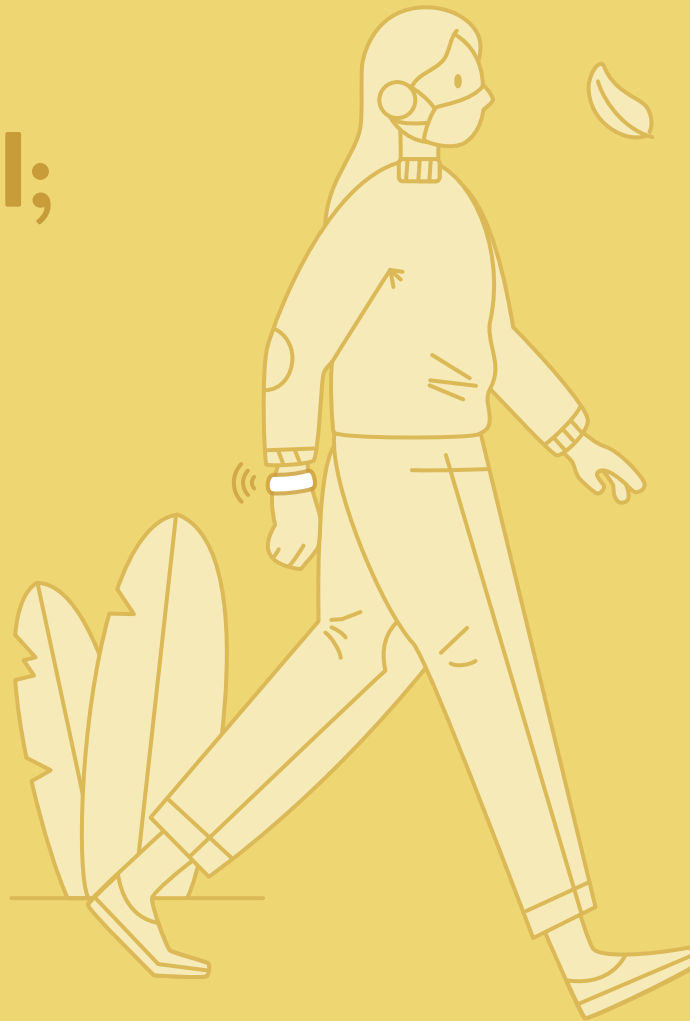


WHY OPERATORS LOVE IT



- > Self-serve options reduce the amount of staff needed; which alleviates staffing challenges many parks face each season.

Most people are eager for life to get back to normal; but this global pandemic has had an undeniable impact on our lives that may last a very long time – possibly forever.



We will still come together to enjoy incredible experiences, but we may need to adjust to a “new normal” as we head back to the many activities we previously enjoyed. Some people will be more cautious about avoiding germs, reducing unnecessary contact and maintaining distance from others in large crowds. Thankfully, there are innovative technologies that can support this new guest experience, and the focus will still be on enjoying the moment and making lasting memories together. Amusement park and leisure property owners can use this time to evaluate their offerings and ensure they are putting everything in place to provide the best (and safest) guest experience the moment they re-open their doors.



CONNECT&GO

**We can't wait to connect
the experience for you!**

Contact us or visit our website for more information
on these and other RFID possibilities.

[Visit our website >](#)